



# 1st European Conference on understanding Food Design

Milan-8-9-10 october 2015

**ADI** ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE  
[foodesignmanifesto.org](http://foodesignmanifesto.org)

For info: [infoconference@foodesignlab.org](mailto:infoconference@foodesignlab.org)

MILAN, 8 - 9 - 10 OCTOBER 2015

# UNDERSTANDING FOOD DESIGN

## UNDERSTANDING FOOD DESIGN: FROM USER EXPERIENCE TO PEOPLE CENTERED DESIGN.

Food concepts beyond the table. Food design is the design segment where food is central, and which focuses primarily on topics related to the preparation of edible products. It is not merely about designing tableware, wear and eating tools but about shaping new lifestyles and ways of approaching food starting from raw materials and thus new agricultural models, nutritional values and improvement of eating habits, and discussion of cross- cultural influences and food fusions.

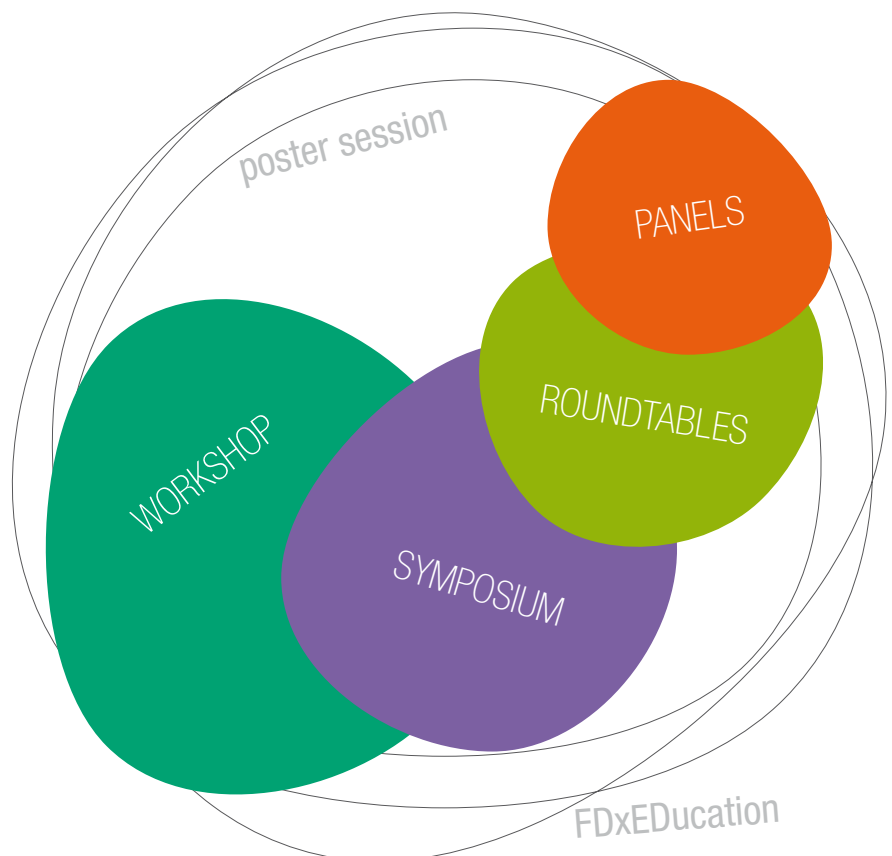
ADI (Industrial Design Association) has created a commission on Food Design. This commission works on incorporating entrepreneurial and design competencies in the conversation about food with the objective of analyzing the relationship between the ethics and aesthetics of food, the science and nutrition of eating styles, as well as to explore current transformations in the relationship of food with the design of tools. Active from February 2014, it reports to the ADI enterprise department and is composed of academia, design and business professionals.

In December 2014, the Food Design Commission launched its first "Food Design Manifesto".

In October 2015, the first European conference entitled "Understanding Food Design" will take place. Inspired by the ADI Food Design Manifesto, it has launched a call to researchers, designers, professors, professionals, students and scholars from all around the world to talk about the themes stated in the Manifesto and more.

### The objectives of this 3-day conference are to:

- Explore the dimensions, nature, themes and disciplinary positions of Food Design research in Universities (European and International)
- Provide all Food System actors (Public and private) with a tool to define the specifics and potentials of Food Design and share strategic objectives for the future.
- Provide actors outside of the Design field with a tool to understand the nature and potential of Food Design research in order to promote a local and global evolution.



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# UNDERSTANDING FOOD DESIGN

## ADI FOOD DESIGN COMMISSION UFD CONFERENCE COMMITTEE

Francesco Subioli  
Ilaria Legato  
Marco Pietrosante  
Marinella Ferrara  
Mauro Olivieri  
Paolo Barichella  
Sonia Massari  
Valentina Auricchio

## UFD CONFERENCE DIRECTORS AND INTERNATIONAL ADVISORY BOARD CHAIRS

Valentina Auricchio and Sonia Massari

## UFD INTERNATIONAL ADVISORY BOARD

Dr. Valentina Auricchio · Professor, Politecnico di Milano, Italy Stefani Bardin · Professor, Food Studies + Sustainability Design, Parsons The New School for Design ITP + Food Studies, NYU, USA Prof. Anna Cerrocchi · ONE Off, vice president International Food Design Society, lecturer at Politecnico di Torino, Italy Dr. Charlotte DeBacker · Professor, Department of Communication Studies of the University of Antwerp, Belgium Dr. Franco Fassio · University of Gastronomic Sciences, Consigliere Nazionale Slow Food, Italy Dr. Marinella Ferrara · Professor, Politecnico di Milano, Italy Prof. Niels Heine Kristensen · Professor, Aalborg University, Denmark Dr. Susan Leduc · Dean, Parsons Paris, France Ilaria Legato · Master in Hospitality Design & Management, Strategies for Tourism, Food And Wine, IED, Italy Dr. Albert Fuster Marti · Academic Director, ELISAVA Barcelona School of Design and Engineering, Spain Dr. Sonia Massari · Director, Gustolab International Institute for Food Studies, University of Illinois Urbana Champaign, USA and Professor, ISIA Design School, Italy Dr. Anna Meroni · Professor, Politecnico di Milano, Italy Dr. Benoit Millet · Director du centre de design et d'innovation nouvelles pratiques alimentaires L'École de design Nantes Atlan, France Dr. A. Can Ozcan · Professor, Department of Industrial Design, Izmir University of Economics, Turkey Dr. Fabio Parasecoli · Director, Food Studies Initiatives New School – New York, USA Prof. Carlo Alberto Pratesi · Professor, Marketing, Innovation and Sustainability, Rome3 University Italy Dr. Pedro Reissig · Professor, Food Design New School New York, USA Prof. Antonio Rizzo · Professor, University of Siena Interaction Design Unit – Italy Dr. Alessia Rullo · HP IED European Institute for Design Barcelona, Spain Prof. Nancy Snow · Professor, Food Design Ocad University, Canada Sonja Stummerer & Martin Hablesreiter · Honey & Bunny Productions, Austria Dr. David Szanto · Professor, Concordia University, Canada and Gastronomic Sciences Pollenzo, Italy Prof. Dr. K. Nazan Turhan · Professor, Department of Food Engineering, Izmir University of Economics, Turkey Dr. Francesca Zampollo · Director, International Food Design Society and Professor, School of Art + Design. Auckland University of Technology, New Zealand

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# UNDERSTANDING FOOD DESIGN



**FDXE**  
**Food Design x Education**  
**EUROPEAN MEETING**  
**(only for registered participants)**

**October 8, 2015**

hosted by Scuola Politecnica di Design  
Via Carlo Bo 7, 20143 Milano, MI Italy

ROOM: TBA

**FDXE meeting** For more information please see [www.fdx.org](http://www.fdx.org)

Food Design x Education (FDxE) is a platform for different activities and actions (seminars, symposiums, forums, round tables, working groups, publications, etc.) that brings together like-minded people and places who are interested in making sense of all that is happening in and around FD education. It is an opportunity for articulating and exchanging ideas, and is open to thinkers and transformers interested in the emerging field of FD in an educational context. The first event was held in Bogota in 2014 and there are three more scheduled for 2015: Milan, October 2015, Porto Alegre, October 2015 and NYC, November 2015

**9.00 AM - 9.15 AM** Registration

**9.15 AM - 9.30 AM** Welcome

Luciano Galimberti – President ADI - Associazione Disegno Industriale  
Antonello Fusetti – Scuola Politecnica Design Director  
Francesco Subioli – ADI Food Design Commission

**9.30 AM – 11.30 AM**

FDXE Platform - Introduction by Pedro Reissig  
FDXE European Meeting : Sonia Massari  
Case Histories Presentations + Debate

**11.30 AM – 11.45 AM** Short Break

**11.45 AM – 1.00 PM** FDXE platform : Interactive Session

**1.00 PM - 2.00 PM** Food Design/Business Lunch with Zerobriciole

**2.00 PM - 3.00 PM** Conclusions and final remarks

**3.00 PM - 4.00 PM** Break

**Pedro Reissig**

Director **Food Morphology Lab**; Founder **redLAFD – Red Latinoamericana de Food Design**;  
Founder **FDNA – Food Design North America**; Food Design Professor @ The New School NY //  
Universidad de Buenos Aires // Universidad Di Tella, Bs. As. // Universidad de la República, Uruguay

**8 OCTOBER**

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# UNDERSTANDING FOOD DESIGN

8 OCTOBER

## EUROPEAN CONFERENCE UNDERSTANDING FOOD DESIGN

4.00 PM OPENING

(open to the general public)

October 8, 2015

at Scuola Politecnica di Design  
Via Carlo Bo 7, 20143 Milano, MI Italy

ROOM: Sala Di Salvatore

**4.00 PM - 4.15 PM** Welcome

Luciano Galiberti and Francesco Subioli (ADI)

Sonia Massari and Valentina Auricchio

(UFD Conference Directors and International Advisory Board Chairs)

Ilaria Legato and Federico Rasia

(Conference Communication)

### DESIGNING FOOD, DESIGNING FOR FOOD

*Moderator:* Valentina Auricchio

**4.15 PM - 4.30 PM** Kuno Prey and Maria Giovanna Di Iorio

Stampatelle (Italy)

**4.30 PM - 4.45 PM** Federico Casotto

Microvita 2050, a case study (Italy)

**4.45 PM - 5.00 PM** Liron Tzanhany

The right use of design for eating right (Israel)

**5.00 PM - 5.15 PM** Beth Mosher

Designing Junk Food: a critical romp through the genealogy of snack food to uncover why we accept the ersatz for the real (USA)

**5.15 PM - 5.30 PM** Mauro Olivieri

Un progetto da mangiare - Campotti (Italy)

**5.30 PM - 5.45 PM**

Umberto Tolino: a case study of a self promoted kitchen appliance that become an early adopters test platform (Italy)

**5.45 PM - 6.00 PM**

Q&A

**6.00 PM - 7.30 PM**

### Symposium: "DOES FOOD NEED DESIGN?"

*Moderator:* Antonello Fusetti

Stefano Giovannoni

Pedro Reissig

Sonia Massari

Paolo Barichella

Valentina Auricchio

Ilaria Legato

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# UNDERSTANDING FOOD DESIGN

9 OCTOBER

## EUROPEAN CONFERENCE UNDERSTANDING FOOD DESIGN papers sessions and posters session (open to the general public)

October 9, 2015

at ADIEXPO - Food Design Lab  
Via Bramante 42, Milano, MI Italy

**8.15 AM - 9.00 AM** Registration (at the [registration desk](#) - main entrance FoodDesignLab)  
Food Design Breakfast with Zerobriciole

**9.00 AM - 9.30 AM** Opening and welcome:  
Luciano Galiberti, President ADI  
Francesco Subioli, ADI Executive Committee - Head of ADI Food Design Commission  
Sonia Massari and Valentina Auricchio - UFD Conference Directors and  
International Advisory Board chairs

### FOOD DESIGN: LEARNING FROM THE PAST FOR THE FUTURE

*Moderator:* Paolo Barichella

**9.45 AM - 10.00 AM** Sebastian Meinitzky  
CrossModal Correspondence between taste, shape and culture (Argentina)

**10.00 AM - 10.15 AM** Sara Bergamaschi  
Save Food. Designing artifacts that make users aware (Italy)

**10.15 AM - 10.30 AM** Ordine Architetti Napoli: Michele Cuomo, Alba Rosa Mancini, Carlo Migliardi  
Nuovi Progetti sul cibo (New Food Project) (Italy)

**10.30 AM - 10.45 AM** Cheung Chun Lam Eric  
From Food Residuals to Food Integrates Soap - new ways on food uncycling (Hong Kong)

**10.45 AM - 11.00 AM**  
Q&A

### FOOD DESIGN HELPS THE COMMUNITY TO DESIGN AND IMPLEMENT PARTICIPATORY PROJECTS

*Moderator:* Marinella Ferrara

**11.00 AM - 11.15 AM** Elizabeth Debs and Sharon Conard Wells  
Sankofa Initiatives Community Based Food Assessment (USA)

**11.15 AM - 11.30 AM** Emily Ballantyne-Brodie  
Opportunities to the design-led approach (Italy-Australia)

**11.30 AM - 11.45 AM** Masashi Fujimoto  
N-Project (Japan)

**11.45 PM - 12.00 PM**  
Q&A

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## EUROPEAN CONFERENCE UNDERSTANDING FOOD DESIGN papers sessions and posters session

October 9, 2015

at ADIEXPO - Food Design Lab  
Via Bramante 42, Milano, MI Italy

### SPECIAL EVENT

**12.15 PM - 12.45 PM**

ROUNDTABLE "ADI FOOD DESIGN MANIFESTO"

Cesare Avanzi, IFI

Francesca Russo, Food Design Magazine

Francesco Subioli, ADI

Marco Pietrosante, ADI

Mauro Olivieri, ADI

Paolo Barichella, ADI

### SPECIAL EVENT AND POSTERS SESSION

**12.45 PM - 2.00 PM**

FOOD DESIGN LUNCH by Ordine Architetti di Napoli

### POSTERS SESSION

#### 1. BEN TAUB

Good service. Innovative digital communication for food industry in an increasingly electronic device utilizing society (UK)

#### 2. ASAF DAHAN

Fumee – Indoor Smoker (Israel)

#### 3. CHEUNG CHUN LAM ERIC

From Food Residuals to Food Integrates Soap- new ways on food upcycling (Hong Kong)

#### 4. IMPACT HUB Siracusa

Food Design Workshop Winner - Bike Box Breakfast (realized by Elena Rotondi) (Italy)

#### 5. ISIA DESIGN SCHOOL Pescara

Food Design Projects (Video) 2010-2015 (Italy)

#### 6. ISIA DESIGN SCHOOL Pordenone

Happyness and Food Design (Italy)

#### 7. LESLIE WANG

Environmental Graphics of Food Education in Dining Environments (Taiwan/USA)

#### 8. LUCIE BOLZEC

Biosphere (France)

#### 9. SEBASTIAN MELNITZKY, ALEXIS PETRESKY AND JESSICA GENIJOVICH

Cross Modal Correspondence between Taste Shape and Culture (Argentina)

#### 10. SUVANI SURI AND SIMRAN CHOPRA

Appetite: Understanding Politics of the Urban Food Chain Using Game Mechanism (India)

### DESIGNING PLACES FOR PEOPLE AND FOOD

*Moderator:* Ilaria Legato

**2.15 PM - 2.30 PM** Irene Cocuzzi and Simone Cellitti

Il gusto del design (Italy)

**2.30 PM - 2.45 PM** Rafael Vidal and Thiago Ferreira

The quintais network (Brasil)

**2.45 PM - 3.00 PM** Penelope Vaglini

Gastro Society: interior trends 2016-2017 (Italy)

**3.00 PM - 3.15 PM**

Q&A

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# UNDERSTANDING FOOD DESIGN

## EUROPEAN CONFERENCE UNDERSTANDING FOOD DESIGN papers sessions and posters session

October 9, 2015

at ADIEXPO - Food Design Lab  
Via Bramante 42, Milano, MI Italy

### FOOD EXPERIENCE DESIGN

*Moderator:* Valentina Auricchio

**3.15 PM - 3.30 PM** Claudio Larcher

Food as communicator memory of a city: the case of Barcelona (Italy)

**3.30 PM - 3.45 PM** Leslie Wang

Environmental Graphics of Food Education in Dining Environments (Taiwan/USA)

**3.45 PM - 4.00 PM** Nancy Snow

Graphic Design and Food (Canada)

**4.00 PM - 4.15 PM** Paola Russo and Martina Camporeale

Zerobriciole: food as communication (Italy)

**4.15 PM - 4.30 PM**

Q&A

**4.30 PM - 5.00 PM**

### FOOD EXPERIENCE DESIGN EVENT - Presentation and tasting

Text - Nature

terra da mangiare Olio Roi

Mauro Olivieri

Roi Franco

Silvio Bessone

**5.00 PM - 5.15 PM**

### ROUNDTABLE "ADI INTERNATIONAL COMPASSO D'ORO ON FOOD AND NUTRITION"

Francesco Subioli, ADI, Food Design Commission

Luciano Galimberti, Presidente ADI

Marinella Ferrara, ADI Executive Committee

Marco Pietrosante, ADI

### EDUCATING PEOPLE ABOUT FOOD

*Moderator:* Sonia Massari

**5.20 PM - 5.35 PM** Jurgen Faust

Food Design as Designing Media (Germany)

**5.35 PM - 5.50 PM** Sara Costantini

Orto bim bum gnam foodesign in the grass - made in Salento (Italy)

**5.50 PM - 6.05 PM** Jennifer Vokoun

The future of Food Design (USA)

**6.05 PM - 6.20 PM** Misha Volf

Have you steak and eat it too (USA)

**6.20 PM - 6.35 PM** Rodrigo Arias and Catalina Harasic (online)

Tide (Chile)

**6.35 PM - 6.50 PM**

Q&A

**6.50 PM - 7.00 PM**

Conclusions and Final Remarks

Social Dinner (only for registered participants: 35 €)

9 OCTOBER



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# UNDERSTANDING FOOD DESIGN

10 OCTOBER

## EUROPEAN CONFERENCE UNDERSTANDING FOOD DESIGN workshops (only for registered participants)

October 10, 2015  
at Polimi - Poli.Design,  
Consorzio del Politecnico di Milano  
via Durando 38/a (5<sup>th</sup> floor)

### WORKSHOP #1 SUNSTAR

**9.30 AM - 6.00 PM**

Full-day workshop  
Lunch is included  
ROOM 5.4

**9.30 AM** Meeting with the tutors

**9.30 AM - 4.30 PM** Tests, tastings, teamwork

**4.30 PM - 6 PM** Presentations, final results and conclusions

### WORKSHOP #2 BARILLA CENTER FOR FOOD AND NUTRITION FOUNDATION

"Inspired by YM: tools for future food educators. Teaching people about healthy and sustainable food"

**9.30 AM - 2.00 PM**

Half-day workshop  
ROOM 5.3

**9.30 AM** Meeting with the tutors

**9.30 AM - 12.30 PM** Team works

**12.30 PM - 2 PM** Presentations, final results and conclusions



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# UNDERSTANDING FOOD DESIGN



Zerobriciole is a catering and food event company founded and based in Milano. It is born out of an idea by Martina Camporeale, a foodie, somelier and consultant for restaurants.

Zerobriciole innovation passes not only from the particularity of the ingredient, but also from a new way of eating it, changing the forms and gestures.

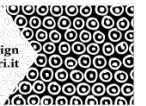
Zerobriciole challenge is to use cutleries as little as possible in order to leave the hands free to stay connected with the world. The buffet can be an aberration of conviviality, so we transformed it into a playful circumstance.

We believe in the communicative power of food and we create messages through its language.

Azienda: Olio ROI Badalucco  
[www.olioroi.com](http://www.olioroi.com)

Progetto, ideazione: Mauro Olivieri food design  
[www.mauroolivieri.it](http://www.mauroolivieri.it)

Ricetta: Silvio Bessone maitre chocolatier  
[www.cioccolocanda.it](http://www.cioccolocanda.it)



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fooddesign  
reunion